

ABSTRACT OF THE INVENTION

A transforming process receives a selection of a piece of edited content including at least one item and for each item a control for receiving the item and specifying attributes relating to displaying the received item in a page that is to be served to a requester thereof, and also receives a selection of a layout statement specifying each item of the edited content that is to appear in the page, including a layout order of such specified item within the page and any attributes to be applied to such item. Thereafter, the transforming process outputs the page based on the edited content and the layout statement, where the page is in a pre-selected rendering format.